



Champion Surfer and Environmental Activist Supports Newport Beach in Filming a Water Conservation Public Service Announcement

February 5, 2009

The City of Newport Beach filmed a 30-second public service announcement (PSA) with Hurley International's own 12 time champion world class surfer Rob Machado. "This PSA is designed to continue raising awareness and increase education about water conservation and water quality. We want to appeal to the youth of our community. Rob Machado is very involved with water quality and conservation efforts local and globally, he is very excited to be involved with this project" said Newport Beach Water Conservation Coordinator, Shane Burckle.

The goal of the public service announcement is to facilitate a greater public dialogue encouraging water conservation at home. If water conservation is a way of life in our neighborhoods especially in its outdoor use together we will dramatically improve the receiving water of Newport Beach.

This PSA will be featured this year on all Newport Beach cinemas the annual Newport Beach Film Festival and local Newport Beach programming on channels 3 and 30. To view the PSA go to the [Newport Channel NBTv](#).

The following list provides some easy things that help to conserve water outside homes and businesses.

- Check sprinklers for overwatering:
 - Water overflows the curb and flows into the gutter
 - Moss is growing on the ground of landscaped area (especially in shady areas)
 - Soil is saturated 5" below the surface or soil is muddy.
- Adjust sprinkler heads that are watering driveways, sidewalks and streets.
- Consider purchasing a weather-based, "smart" irrigation controller.
- Periodically inspect your irrigation system. Fix leaks and broken sprinkler heads.

For more easy water-saving tips, please call 949-644-3214 or visit www.watersmartnewport.org.

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